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Dear GNMAA Members,

One year ago, I stood in front of my peers at the Annual Meeting and spoke of how loyalty, relationships, operational excellence, innovation and celebrating victories were our weapons in this economy. In my opinion, we embraced these strategies in 2009 to excel in so many ways and will continue to use them in 2010, persevering through a challenging first quarter.

We all know this first quarter has not been easy. We are ready and eager to look forward. With spring on the horizon, all that is fresh and new comes to mind: new growth, fresh beginnings, new opportunities and new partnerships. The Master of Ceremonies at the Annual Meeting last Monday, Zoraida Sambolin, recognized that something is "in the air", commenting the next day on NBC 5, "The Mayor spoke about the state of the City and that we are in a financial crisis...but what was really neat is how the businesses of Michigan Avenue are highlighting the beauty of the City and how they are preparing to welcome everyone back when things improve."

Zoraida sums it up nicely. As we move into the spring season, I can tell you the feeling now is much different than it was this same time last year. Something indeed is "in the air", and that something can be attributed to the businesses and the individuals working together to strengthen the Michigan Avenue District. Together we can be cautiously optimistic that once the tulips begin to bloom on the Avenue, so too will the business here in our great city!

Peter Simoncelli  
Chairman of the Board

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## Weekly News Stories

### What Are YOU Doing to Capture TheMagnificentMile.com's 2.6 Million Page Views?

**TheMagnificentMile.com** receives more than 2.6 million page views each year. Is your business equipped to best capture that traffic? If you have not submitted an updated description of your business, you may not be! A properly written profile will provide clarity to your product or service, improve your search results and increase traffic to your site. **Update your complimentary listing today, as our new site is launching in March! Plus, enhance your listing with a photo for less than \$9 a month. As they say, a picture says a thousand words. [Download a form now.](#)**

### Earth Hour Illinois 2010

**Earth Hour Illinois 2010** invites GNMAA members to join millions around the globe in turning off their lights for one hour – Earth Hour – on Saturday, March 27, 2010, at 8:30 p.m. Last year, more than 80 million people in 300 U.S. cities and nearly a billion people around the world participated in Earth Hour. Lights dimmed on iconic global structures including the John Hancock Center in Chicago, the Eiffel Tower in Paris, Sydney's Opera House, the Great Pyramids of Giza and New York's Empire State Building.

Last year, Chicago served as a U.S. flagship city for Earth Hour and participation was strong, with the following turning off their lights:

- More than 1,400 landmarks, businesses, retailers, restaurants, hotels and schools
- More than 200 buildings downtown
- Nearly 500 McDonald's arches
- Nearly 200 Walgreens
- Fifteen museums and parks
- Plus more!

This year, the World Wildlife Fund is expanding its U.S. campaign to encourage all fifty states to participate in Earth Hour. In Illinois, ComEd returns as the presenting sponsor. Here's how you can participate:

- Register your business, school, organization or individual participation by [clicking here](#)
- Become a fan on [Facebook](#) and follow on [Twitter](#)
- Turn off your lights from 8:30-9:30 p.m. local time on Saturday, March 27, 2010
- Replace your old light bulbs with energy-efficient compact fluorescent bulbs
- Commit to reducing your energy consumption in the year ahead

Don't forget to tell GNMAA how you are participating! Share what you are doing for Earth Hour by emailing Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com).

### Travel Promotion Act Passed

The **U.S. Travel Association** announced on Thursday, February 25, 2010, that the Travel Promotion Act has been passed through Congress. The legislation gained overwhelming bipartisan support from both chambers of Congress and is a tangible demonstration of a commitment from the government to strengthen the U.S. travel industry.

The United States has been the only industrialized nation without a nationally coordinated program to attract an increasing pool of valuable international travelers. The average overseas visitor to the United States spends in excess of \$4,000. Oxford Economics estimates that a well-executed promotion program will attract 1.6 million new international visitors to the U.S. annually and create \$4 billion in new spending.

The passage of this bill is the result of a multi-year effort, including letters of support from tens of thousands from the travel industry. The new law establishes a Corporation for Travel Promotion through the U.S. Department of Commerce. The Corporation will be managed by an executive director with oversight by an 11-member board comprised of representatives from various segments of the travel community. With funding provided by the travel industry and a federal matching program, the Corporation will develop a strategy to promote the U.S. as a destination and communicate our entry requirements. It is important that the funds are collected quickly, as the new law provides a 2-to-1 match for the travel industry's contribution in the first year, with a 1-to-1 match in subsequent years.

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After the President signs the bill into law, the U.S. Travel Association will provide a complete toolkit of resources on the implementation of the Travel Promotion Act and what happens next. We will share that information in a coming Weekly News.

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### “Culture on The Magnificent Mile” 2010 Press Kit

GNMAA's PR team, wkpr, LLC, is developing a 2010 press kit themed “Culture on The Magnificent Mile”. **We need your help!** Please submit any of your cultural and/or art packages, special offers and events for 2010 on or before March 12, 2010 to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Questions? Contact Melanie at the email above or 312-344-2317.

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### Download GNMAA's 2009 Annual Report

Have you seen GNMAA's 2009 Annual Report? [Click here to download now!](#) If you would like to request a copy of the Annual Report, please contact Megan Williams at 312-642-3570 or [mwilliams@gnmaa.com](mailto:mwilliams@gnmaa.com).



Contact Us

The Greater North Michigan Avenue Association (GNMAA)

625 North Michigan Avenue, Suite 401, Chicago, Illinois, 60611

p: 312.642.3570 f: 312.642.3826

[www.gnmaa.com](http://www.gnmaa.com)

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## New to The Mile

- [Francesca's on Chestnut](#), 200 E. Chestnut Street (Opened February 2010)
- [Izakaya Hapa](#), 58 E. Ontario Street (Opened February 2010)
- [Forty Carrots at Bloomingdale's](#), 900 N. Michigan Avenue (Opened February 2010)
- [\\*Eggsperience Pancakes & Cafe](#), 35 W. Ontario Street (Opened February, 2010)
- [\\*Marc Jacobs Collection](#), 11 E. Walton Street (Opened February, 2010)
- [Harry Caray's Tavern](#), Navy Pier (Opened March 1, 2010)
- [\\*Kooky](#), The Shops at North Bridge – Level 3, 520 N. Michigan Avenue (Open March 1 – 31)
- [Columbia Sportswear](#), 840 N. Michigan Avenue (Opening March 12, 2010)
- [Leonidas](#), 59 E. Chicago Avenue (Opening March 2010)
- [Al Primo Canto](#), 749 N. Clark Street (Opening March 2010)
- [\\*M Burger](#) - part of Tru Restaurant at 676 N. St. Clair Street (Opening mid-March, 2010)
- [Hotel Palomar Chicago - A Kimpton Hotel](#), 505 N. State Street (Opening April 2010)
- [The Art of Shaving](#), The Shops at North Bridge, 520 N. Michigan Avenue (Coming Spring 2010)
- [Nordstrom Rack](#), 101 E. Chicago Avenue (Opening Fall 2010)

\*New listing

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## Member News

**Affinia Hotel Chicago** is the host hotel for the **Chicago Flower and Garden Show**. Congratulations on this partnership! [Learn more](#).

Marc Schulman, President of **Eli's Cheesecake**, was the keynote speaker at the **Small Business Opportunity Conference**, Northwestern Law School's annual conference exploring various entrepreneurship and small business issues, on February 20, 2010. Congratulations on this honor!

Congratulations to **Harry Caray's, Navy Pier** on their grand opening **March 1, 2010**. The new tavern celebrated the opening with the 12th Annual Worldwide Toast to Harry, with a day of activities, celebrities and fireworks to celebrate the occasion. In addition, Jeff Keenan has been named the General Manager – welcome!

This March, **The Richard H. Driehaus Museum** will launch the **Samuel M. Nickerson Lecture Program**, a new annual program of lectures that promotes the understanding and appreciation of historic architecture and design. All lectures are free and open to the public. [Click here](#) to read more and to see this year's lecture series.

**Nicolas Pesty** has been named the new general manager at **Sofitel Chicago Water Tower**. Nicolas has been with the Sofitel family since 1991, starting at the former Sofitel Houston and continuing to Sofitel San Francisco, Novotel New York and Novotel Meadowlands. In 2000, Pesty's journey led him to Sofitel Philadelphia where he served as director of operations and was later promoted to general manager. Welcome!

**Stephen Kime** joins **Swissôtel Chicago** as **Director of Sales and Marketing**. Over the past 25 years, Kime has solidified his reputation as a dynamic, goal-oriented management professional in the hospitality industry and his reputation as a creative, energetic team player ensures he will be an outstanding addition to the team. Welcome!

### Congratulations to the following award winners:

**KaBloom of Merchandise Mart** was awarded **River North's Best Retailer of 2010** at the River North Business Association's Annual Meeting on February 24, 2010. This award is based on the products, services and value represented at the business. Congratulations on this honor!

The following members have been awarded top honors by the **Illinois Meetings + Events 2009 Readers' Choice Best of Awards**. Editor's Pick: [fig media](#) (Creative Agency), [ROOF at theWit](#) (Private Dining Room). Reader's Choice: [Chicago Travel Consultants, Inc.](#) (Destination Management Company), [Chicago Marriott Downtown Magnificent Mile](#) (Hotel with Meeting and Event Space, 400 rooms+). Kudos also to the following runners up: [In the Loop-ChicagoOdyssey](#) (Boats/Cruises/Charters), [Fairmont Chicago Millennium Park](#) (Hotel with Meeting and Event Space, 400 rooms+), [Tribune Tower](#) (Historic Venue), [Blue Plate Catering and Events](#) (Catering Company), [Chicago Trolley and Double Decker Company](#) (Transportation), [Trump International Hotel and Tower](#) (Hotel with Meeting and Event Space, less than 400 rooms). [See who else was awarded](#).

**Chicago Travel Consultants** was awarded "Best Tour Program" at the Association of Destination Management Executives' Achievement Awards in Atlanta on February 20, 2010.

**Welcome new GNMAA members!** Special Olympics Illinois, Clear, Leopardo Companies, Inc., Brooks Brothers, Hazelden Foundation, Ext. 54, Rose Paving Company. Check out their listings in the right hand column and click through to their websites to learn more.

**The Magnificent Mile and GNMAA in the news:** [msnbc.com](#), [Albuquerque The Magazine](#), [Michigan Avenue Magazine](#), [Where](#)

Special accolades or member news to share? Email Melanie Mapes a [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com) for inclusion in an upcoming Weekly News.

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## GNMAA Calendar

***Don't miss these upcoming events! Register Now!***

### **TONIGHT!**

#### **Dining and Nightlife Council: Social Media: How to Approach Social Media Outlets to Position your Brand**

*Tuesday, March 2, 2010*  
5:30pm - 7:30pm  
Lux Bar, 18 E. Bellevue Place

Tickets:

Members: Complimentary  
Non-members: \$20

[Download the invitation.](#)

Contact Roz Hecim at 312-344-2313 or rhecim@gnmaa.com to RSVP

#### **Educational Seminar: Get More Clients! How to Get Your Website Found on Search Engines Naturally with Jim Grillo**

*Tuesday, March 9, 2010*  
8:00am – 9:30am  
401 N. Michigan Avenue, Lower Level Conference Center

Tickets:

\$30 Member  
\$40 Non-member

[Click here for more information and to RSVP.](#)

### **NEW: March Membership Breakfast**

*Thursday, March 18, 2010*  
7:30am Reception; 8:00am Breakfast Meeting  
Chicago Marriott Downtown Magnificent Mile  
540 N. Michigan Avenue

Tickets:

\$40 Member (\$50 at door)  
\$55 Non-member (\$65 at door)  
\$1,000 Premium Table of 10

[Click here for more information and to RSVP.](#)

### **Save the Date!**

**Meritage on The Magnificent Mile - A Food and Wine Event:** Thursday, April 15, 2010

**2010 Annual Gala:** Friday, May 14, 2010

**The Annual Golf Outing:** Monday, June 21, 2010

June Membership Luncheon: Thursday, June 24, 2010

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## BUILD YOUR BUSINESS

### “Culture on The Magnificent Mile” 2010 Press Kit

GNMAA's PR team, wkpr, LLC, is developing a 2010 press kit themed “Culture on The Magnificent Mile”. We need your help! Please submit any of your cultural and/or art packages, special offers and events for 2010 on or before March 12, 2010 to Melanie Mapes at [mmapes@gnmaa.com](mailto:mmapes@gnmaa.com). Questions? Contact Melanie at the email above or 312-344-2317.

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### Time is Running Out: Submit Your Complimentary Website Listing!

Have you submitted your complimentary 50-word description for the NEW TheMagnificentMile.com? The new website is launching in a few short weeks – make sure your listing is positioned to take advantage of our 2.5 million annual page views. [Download website listing form.](#)

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### 2010 Advertising Space Almost Full!

Don't miss your opportunity to advertise on the new TheMagnificentMile.com! Space is filling up quickly, don't miss out! [Download an advertising form now.](#)

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## Member Special Offers

Make sure to take advantage of these special offers from fellow GNMAA members

### [The Peninsula Spa by ESPA](#)

The Peninsula Spa by ESPA is now offering a special, "Nurturing Spa Day" for \$175

-Choice of one of the following treatments:

-60 minute Intensive Facial, 60 minute Aroma Therapy Massage, 60 minute Body Wrap

-Nurturing Lunch

-Use of the Facilities including accesses to the Pool and Yoga classes

For spa reservations, please call (312) 573-6860.

### [Mike Ditka's](#)

Coach Ditka says, "There's no penalty for coming up short!" Host your event at Mike Ditka's between February 1 and April 1, 2010 (Sunday – Thursday) and enjoy no food or beverage minimum! [Click here to learn more.](#)

### [Windy City Massage](#)

Windy City Massage is teaching the art of touch this Valentine's Day, offering massage training sessions for you and your Valentine. This 75-minute, private session will teach you how to perform a 30-minute soothing and relaxing head, neck and shoulders massage. What better way to show you care! \$165 for 75 minutes. Through March 15. [Learn more.](#)

## Member Events

Check out what is happening at member businesses this month!

### [The Shops at North Bridge](#)

#### **Meet the Oscars**

520 N. Michigan Avenue

Thursday, February 25 – Sunday, March 7

The Shops at North Bridge will offer Oscar fans in Chicago the first glimpse of the actual Oscar statuette to be presented to the Best Actor winner at the 82nd Academy Awards® on Sunday, March 7, 2010. The statuette appearance is part of "Meet the Oscars®, Chicago." [Read More.](#)

### [Water Tower Place](#)

#### **Pick Your Purse**

845 N. Michigan Avenue

Monday, March 1 – Friday, March 26

Water Tower Place has partnered with Northbrook Court, Oakbrook Center and FRESH 105.9 FM to give away 21 FREE purses valued at \$500 or more! "Winning a bag only requires listeners to register online and then call FRESH 105.9 FM within 60 minutes of their name being selected," says Katie Lindsay, marketing manager for Water Tower Place. [Learn More.](#)

### [Newberry Library](#)

#### **The Play's the Thing: 400 Years of Shakespeare on Stage**

60 W. Walton Street

February 16 - May 1, 2010

Explore a surprising variety of materials created by professional and amateur actors, producers, theaters, and newspapers to produce and publicize the latest Shakespearean creations. Broadside advertisements, homemade programs, a nineteenth-century fundraising show book, and a hand-made manuscript prompt book from the early nineteenth century are just some of the objects on display. Admission is free!

### [Chicago Architecture Foundation](#)

#### **CAF Family Studio Sundays**

224 S. Michigan Avenue

Sunday, March 21

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Visit CAF on Sundays with your family and enjoy CAFamily Studio Sundays. Geared toward children ages 3-12 and their families, the event offers free activities the third Sunday of every month (February 21 and March 21). Drop in anytime between 11:00am – 3:00pm.

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**\*Richard H. Driehaus Museum**

***Samuel M. Nickerson Lecture Program***

Living in Style: The Development of the Interior Decorator in the Gilded Age

40 E. Erie Street

Thursday, March 25, 2010 at 6:00pm

The museum's first lecture features Nina Gray, Independent Curator and Consulting Curator for the Park Avenue Armory, New York. All lectures are free and open to the public. The museum will open at 5:00pm for anyone who wants to take a self-guided tour of the main floor. [Click here to see a full schedule of lectures.](#)



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## New Members

### Special Olympics Illinois

Judy Bergh, Director of Marketing & Corporate Sponsorships  
 1644 N. Honore, Suite 205  
 (630) 942-5610  
[www.soill.org](http://www.soill.org)  
 Non-profit

### Clear

Krista Romanoski, General Manager  
 9801 W. Higgins Road, Ste 200  
 (224) 217-9187  
[www.clear.com](http://www.clear.com)  
 Wireless internet

### Leopardo Companies, Inc.

Ruben Ruban, Development Director  
 333 W. Wacker Drive - Suite 250  
 (312) 332-7570  
[www.leopardo.com](http://www.leopardo.com)  
 Construction

### Brooks Brothers

Monica Fair  
 Store Manager  
 713 N. Michigan Avenue  
 (312) 915-0060  
[www.brooksbrothers.com](http://www.brooksbrothers.com)  
 Apparel - Men, Women and Children

### Hazelden Foundation

Amy Levell  
 Outreach Manager  
 867 N. Dearborn  
 (312) 943-3534  
[www.hazelden.org](http://www.hazelden.org)  
 Non-profit

### Ext. 54

Joel Morales  
 401 N. Michigan Avenue  
 (312) 951-1900  
[www.ext54.com](http://www.ext54.com)  
 Marketing and PR

### Rose Paving Company

Peter Holton, Regional Site Engineer  
 7300 W. 100th Place  
 Bridgeview, IL  
 (708) 430-1100  
[www.rosepaving.com](http://www.rosepaving.com)  
 Parking lot maintenance

## March Anniversaries

**Celebrating 49 years!**  
**Standard Parking**

**39 years**  
**The Signature Room at the 95th**

**37 years**  
**Avenue Crowne Plaza Chicago Downtown**

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33 years

Holiday Inn Chicago Mart Plaza  
Doubletree Hotel Chicago Magnificent Mile

25 years

Walgreens

21 years

Chicago Magazine

19 years

676 N. St. Clair Street Building

16 years

Lincoln Park Zoo  
Best Western River North Hotel  
830 N. Michigan Avenue Building CB Richard Ellis/Asset Services

13 years

The Capital Grille  
Statewide Investigative Services, Inc.

12 years

Altman's Shoes and Boots for Men  
Palm Restaurant

11 years

Chicagoland Chamber of Commerce

Nine years

CB Richard Ellis  
Tiffani Kim Institute & Medical Spa  
Alliance Francaise  
American Airlines

Eight years

The Redhead Piano Bar  
Weber Grill Restaurant

Seven years

Weaver Multimedia Group  
Moore Landscapes, Inc.  
Saint Joseph Hospital

Five years

KaBloom of Merchandise Mart  
McFarlane Douglass & Companies  
Argo Tea  
Time Out Chicago

Four years

Gregg Helfer Ltd,  
Private Jeweler  
Foley & Lardner LLP  
Cor Creative, Inc.

Three years

East Bank Storage  
Titan Commercial  
Oak Street Design

Two years

Shelbourne Development Group, Inc./The Chicago Spire  
At Last Marketing  
David Yurman

One year

Vertigo Sky Lounge  
Aja  
FedEx Services  
Diva Limousine Ltd.  
Hotel Blake  
Newmark Knight Frank  
Sotheby's Realty  
The Hotel Communication Network Inc.